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DIRECT FOCUS, INC. NAMES PETER OPPEDISANO AS NAUTILUS CONSUMER RETAIL PRESIDENT

VANCOUVER, WA-March 8, 2000-Direct Focus, Inc. (Nasdaq:DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, announces the appointment of Peter A. Oppedisano to the position of President of its Nautilus Consumer Retail division.

Mr. Oppedisano began working in the fitness and health care industry in 1982 at CYBEX Fitness, where he held a variety of positions. He also served as President of the Nordic Edge division of Nordic Track. More recently, he has served as Vice-President and General Manager at Universal Fitness, and as Vice-President and General Manager of DiamondBack Fitness. Mr. Oppedisano holds an MBA from Dowling College.

"We are fortunate to have Pete joining us, bringing his great breadth of experience in the fitness industry," said Brian Cook, President and Chief Executive Officer of Direct Focus. "We are extremely pleased with the sales growth and improved profitability in our Nautilus divisions. Under Peter's leadership, we intend to more fully leverage this strong brand name through increased consumer retail presence. This finally rounds out our Nautilus management team, with Jim Teatum as President of our commercial division and Pete heading up our consumer retail division."

About Direct Focus, Inc.

Direct Focus, Inc. is a marketing company for fitness and healthy lifestyle products with a direct business model. The Company currently markets its Bowflex line of home fitness equipment and Nautilus Sleep Systems directly to consumers, using an effective combination of television advertising, 800-call centers and Web sites. The Company also sells its Nautilus commercial fitness equipment directly to health clubs and other institutions, and its Nautilus fitness accessories through retail athletic stores. The Company is headquartered in Vancouver, Washington. Direct Focus is located on the Web at www.directfocusinc.com.

This press release contains forward-looking statements relating to anticipated revenues, net income, earnings and the development of the Company's products and services, including statements regarding its Nautilus business. Factors that could affect the Company's actual results include its reliance on a limited product line, market acceptance of its existing and future